



Strategic Communications

Status:

In Progress

IWR Contact:

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Purpose:

Strategic Communications: To provide an integrated, focused approach to communicating information for all SPA work efforts.

Objective:

To inform and interact with a wide range of audiences to tell them about the ongoing SPA program. Present SPA results to the full range of the coastal community. Make connections which can enhance ongoing and foster new collaborations.

Benefits:

Proactive and comprehensive outreach. This will ensure that the SPA findings and results will be linked with related work in the public and private sectors, and that lessons learned will strategically improve coastal engineering and future shore protection projects. More efficient communications by providing liaison to all technical work efforts.

Progress:

Initial communications materials have been completed: fact sheets; presentations with notes; program and focus area articles. Presentations have been made at selected conferences; to the CERB; at MSCs and to senior leaders. Six articles have been published Abstracts for panels have been submitted to CZ 07 and other venues.

Products:

Related Links:

Team:

Susan Durden poc

Partners:

